Smart Chat or event that is only accessible by user accounts with profile elements matching the filter criteria.

[0147] Filter criteria include a budget, age, occupation, school, gender, fan type, group associations, interests, previous activities, date, time, location, mutual connections, etc. In one embodiment, a fan type filter allows for filtration of event attendees to those who have purchased tickets or joined an event page via a particular portal, Smart Chat, promotional code, etc. For example, a user account that purchases tickets through a NEW YORK METS web portal is tagged with a METS indicator, which is a filterable criterion through the filter page. In another embodiment, a user account is operable to include a profile element indicating a fan association (e.g., a fan of the NEW YORK YANKEES).

[0148] In one embodiment, the Platform is operable to determine and communicate to at least one user account an indication of users associated with a specific event or venue, including generating and sending an alert to at least one user account with event attendees and statistics. For example, the Platform is operable to indicate on an event page a ratio of guys and girls interested in the event or committed to the event (e.g. "70% of users attending are male"). In another embodiment, the statistics are based on a comparison of a user account profile and profiles of attending users. For example, the Platform is operable to determine and communicate to the user account, "45% of users attending have similar profiles to yours." Statistics are determined, in one embodiment, based on user accounts associated with the event on the Platform. In another embodiment, user accounts are associated with the event automatically based on a determined location of a device associated with the user account. For example, the Platform receives a geographic coordinate of at least one device associated with a user account, determines that the geographic coordinate is within a specific venue, and automatically adds the user account to an event or Smart Chat associated with the venue. Upon determining statistics for an event or venue, the Platform is operable to retrieve profile elements of the automatically added user accounts. The Platform is further operable to assign visual indicators to user profiles based on profile elements associated with user accounts. Visual indicators include color, symbols, text, or other differentiating marks. For example, in one embodiment, user accounts associated with an event that have indicated attending for business are assigned a blue visual indicator on an event attendee page and user accounts that have indicated a desire to attend with other user accounts are assigned a yellow visual indicator. In one embodiment, interacting with interactive elements, including artificial intelligence operations of the Platform, adjusts visual elements of the Smart Chat, including changing a color of the Smart Chat or providing a symbol, text, or other differentiating mark that indicates that artificial intelligence or external services are enabled.

[0149] FIG. 28 illustrates a Smart Chat with a search button 2801. In one embodiment, the Platform is operable to receive a preferred price range from the slider bar 1811, and, upon receiving an interaction with the search button 2801, the Platform is operable to search for tickets or reservations that match the preferred price range and/or other search preferences for the attached event.

[0150] FIG. 29 illustrates a ticket purchase and/or reservation system according to one embodiment of the present invention. A Smart Chat 2901 includes at least four user accounts 2903, wherein each user account identifies preferences 2905 for a ticket purchase or reservation. In one embodiment, the Smart Chat 2901 and/or Platform queries 2907 a ticket/reservation database 2909 for tickets matching a number of Smart Chat user accounts 2905, a number of requested tickets, and tickets that meet each of the preferences 2905. The ticket/reservation database 2909 is either an external server accessed by the Platform or it is an internal listing of tickets managed by the Platform directly. The Platform and Smart Chat 2901 are operable to receive or retrieve from the ticket/reservation database 2909 a listing of available tickets that match each of the preferences submitted via a query response 2913. The listing of tickets is selected from a store of available tickets 2911 stored on the ticket/reservation database 2909. In one embodiment, the tickets are not from a single block or listing of tickets. Instead, a query response 2913 includes a list of tickets pieced from two or more blocks or listings. Upon the Smart Chat 2901 receiving all necessary preferences, confirmations, and payment methods required for purchase or reservation, the Smart Chat 2901 or Platform then sends a second query 2915 to purchase and/or reserve the tickets. The ticket/reservation database 2909 returns in a query response 2917 the tickets, a redemption code, a barcode, a confirmation of purchase, a confirmation of reservation, or any other digital object tied to the ticket or reservation. In one embodiment, the Smart Chat 2909 or Platform is operable to query multiple internal and external databases in network communication with the Platform to fulfil the ticket preferences and requests.

[0151] FIG. 30 illustrates one embodiment of a multi-ticket purchasing embodiment. A purchased group of tickets 3001 includes two different purchased ticket blocks 3007, 3009. Upon receiving the purchased group of tickets 3001, the Platform is operable to separate each of the tickets and deliver each ticket to a corresponding user account 2903 based on user preferences. For example, in the illustrated embodiment, the block of two tickets 3007 is divided into Ticket 1 3003A and Ticket 2 3003B and delivered to User Account 1 3005A and User Account 2 3005B, respectfully. The block of three tickets 3009 is divided into Ticket 3 3003C and a pair of Ticket 4 and Ticket 5 3003D. Ticket 3 is delivered to User Account 3 3005C and Ticket 4 and Ticket 5 3003D are delivered to User Account 4 3005D, wherein preferences submitted by User Account 4 in a Smart Chat or user profile include a request for at least two tickets. Preferably, the tickets are each associated with, attached to, and/or added to a database or profile for each user account.

[0152] The above-mentioned examples are provided to serve the purpose of clarifying the aspects of the invention, and it will be apparent to one skilled in the art that they do not serve to limit the scope of the invention. The above-mentioned examples are just some of the many configurations that the mentioned components can take on. All modifications and improvements have been deleted herein for the sake of conciseness and readability but are properly within the scope of the present invention.

What it claimed is:

1. A system for coordinating event communication and ticketing, comprising:

at least one server computer, including a memory with at least one database;

an internet messaging platform; and